

In the specification:

On page 10, amend the first full paragraph to read as follows.

Data processing (see Block 40) may also include sending an acknowledgement to the advertiser at user terminal 2, 4 that prepared the advertisement. The acknowledgement may include transmitting an electronic mail (email) to the advertiser thanking the advertiser for its support. The email may also include specialized accounting information so as to aid with the specialized tax issues mentioned above. The acknowledgement may also include sending a postal mail to or telephoning the advertiser. Further, data processing (see Block 40) may include sending the advertiser a copy of the advertisement that may be printed in the ad-book or forwarding a copy of an ad-book with the advertisement to the advertiser. In an alternative embodiment, data processing (see Block 40) also includes translating the advertisement into Hypertext Markup Language (HTML) format so that the advertisement may be viewed from user terminals 2, 4 connected to the Internet. Where advertisements may be viewed from user terminals 2, 4, the term publishing is used to describe the ability of users at user terminals 2, 4 to view an ad-book. Where advertisement may be viewed from user terminals 2, 4 as an on-line ad-book on the world wide web, ad-books may or may not be printed in physical form (thus cutting down on printing costs for the organization). Further yet, data processing (see Block 40) may also include managing advertisements and ad-books so that advertisers may include links to preferred web-sites. For example, a hardware advertiser may include a hypertext link to its home page on the Internet. Further, data processing (see Block 40) may also include ~~to~~ the step of deleting old advertisements, advertisements not paid for, and old ad-books in the ad-book server 6.